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Report of Progress on Neighborhood Leader System in
Connection with the President's 7-Point Program

During the month of May, the Extension Service held 11 one- and two-day regional conferences with State directors, State and district supervisors of county extension agents, extension editors, and extension economists.

(1) To outline the President's 7-point program to control the cost of living and to agree on ways and means of interpreting the program for rural people and gaining their sympathetic support.

(2) To outline ways and means of completing the system of neighborhood leaders in every State, and to get these leaders started by June 15 in contacting their neighbors and carrying the important points of the President's program to every farm family as rapidly as possible. At all but two of these regional conferences, representatives of the Office of Price Administration attended and took part in explaining the program and its implications. Attendance was almost wholly confined to the State extension personnel responsible for setting up the neighborhood leader system and getting it to work on the 7-point program.

The material used at these conferences included:

The General Maximum Price Regulation 1, and questions and answers on this regulation prepared by the Office of Price Administration.

An educational program on controlling the Cost of Living prepared by a committee of Federal and State extension representatives.

A discussion and interpretation on the program prepared by the U. S. Department of Agriculture, and also economic and illustrative material prepared by some States for use with the neighborhood leader system.

Interest was high at all these conferences. The feeling was general that the President's 7-point program and its effective presentation by trained neighborhood leaders, reinforced by other extension media was Extension's No. 1 job.

The principle was generally accepted that the neighborhood leader system involves listing every rural family in the county extension office with a man leader and a woman leader for each group of 12 to 15 families in each neighborhood block. It was understood also that the training of neighborhood leaders to reach every farm family within 4 or 5 days makes this activity the major one for all county extension agents. The fact that the

problem of maintaining contact with these leaders may also require that the majority of Extension's normal activities be replaced by this was appreciated also.

Preliminary reports from some of the States indicate that all have swung into action. Many have completed their meetings of State staffs. Others planned to follow the regional meetings at once with State staff meetings, to be followed in turn by district meetings, and then the completion of the neighborhood leader system and immediate training of the leaders. A general resume of the estimates of leaders each State will have and the dates when the work on the 7-point program will be done follows.

<u>CENTRAL STATES:</u>	<u>Leaders</u>	<u>Date</u>
Illinois	12,600	State conference May 18 and all counties asked to complete system at once.
Indiana	10,000	By middle of June
Iowa	28,000	95% new leaders appointed by April 15. 82% trained and system now probably completed and being put to work on 7-point program
Kansas	10,400	June 10-30
Michigan	10,000	June 10
Minnesota	18,000	End of June
Missouri	10,000	Early in June
Nebraska	14,000-15,000	June 8
North Dakota	10,000	1 man, 1 woman for every 10-15 farm families by June 15
Ohio	20,000-25,000	June 1 (well advanced)
South Dakota	7,200 in rural areas; some additional in towns of 2,000	All set for action by June 15.
Wisconsin	20,000	June 10

EASTERN STATES:

Connecticut	2,000	Now developing plan of attack
Delaware	1,500-1,800	June 15
Maine	5,500-6,000	June 15
Maryland	4,000	Between June 1 and July 1
Massachusetts	5,000	June 15
New Hampshire	2,000	June 25
New Jersey	7,000-9,000	At work. Dead line June 15
New York	17,000	Already at work
Pennsylvania	18,000	July 1
Rhode Island	1,050	June 1
Vermont	3,000-4,000	During June
West Virginia	4,000-5,000	June 1 or soon thereafter

SOUTHERN STATES:

	<u>Leaders</u>	<u>Date</u>
Alabama	14,000	Now being set up
Arkansas	21,000	Practically complete. Now at work.
Florida	11,000	Now setting up and training leaders
Georgia	25,000	Now being set up. Work on program done by July 1
Kentucky	40,000	Beginning May 25
Louisiana	18,000	Complete program by July 1
Mississippi	25,000	Heavily at work now
North Carolina	27,752	Whole State organized and at work; printed material for leaders ready.
Oklahoma	22,000	Completed by June 1
South Carolina	9,000	June 1
Tennessee	23,000	At work
Texas	40,000-50,000	Now training leaders
Virginia	10,000	Printed material prepared and distributed and leaders at work by May 26

In addition in the Southern States a system of Negro neighborhood leaders is being organized.

WESTERN STATES:

	<u>Leaders</u>	<u>Date</u>
Arizona	Not yet determined	June 15
California	Not yet determined	2200 fire fighting units already organized
Colorado	10,000	Begin May 20
Idaho	5,500	June 15
Montana	10,000	June
Nevada	450	May 20
New Mexico	2,500	May 25 - June 1
Oregon	14,000	Before July 15
Utah	10,000	June 30
Washington	15,000	June
Wyoming	2,000	June 1

For the country as a whole, it is estimated that when the system is completed there will be about 800,000 to a million volunteer neighborhood leaders at work this summer.

The various State extension services have prepared or are rapidly preparing brief printed and mimeographed material for the use of neighborhood leaders, and some material for distribution by these leaders. Buttons, certificates, and other devices are given leaders in recognition of their appointment and their services. Community and district leader-training conferences are being conducted in every State. The local papers are supporting the work splendidly, in some cases publishing the names of all the leaders. One Wisconsin county has printed a directory of all neighborhood leaders. In one county in Mississippi, the county paper published a map of the county showing the neighborhoods and listed the names of all neighborhood leaders. Such recognition serves a useful purpose. Excellent liaison with

the Office of Price Administration representatives is being developed. The sense of patriotic duty which prevails, the hard work being done, the thorough representation obtained, and the coordination with other agencies give every assurance that a big job is being done well.